

Promotional Analysis Report

Date: 11/30/93
Promotion: Alpine B1G1F 20 Deal
Kit Number: 30101

Description	P.O.S. Number	Kit Components:		Balance
		Quantity Produced	Sales Use	
B1G1F 20DL Shipper	64815	38,800	33,970	4,830
B1G1F Poster	64819	38,800	33,970	4,830
B1G1F Dangler	64820	38,800	33,970	4,830

Field Assessment of this Promotion: 20 deal shipper was the right size for the counter.
A price point on the poster would have allowed this piece to be used more frequently.

Promo Dates: Retail Start: 11/1/93 Excess Inventory Disposition: # of Kits 4,830 Left
Promo End: 11/30/93 Authorized Signature: _____
End Extended? Yes
Photographs: _____
Promo Kitted: Yes
Studio: Yes

Comments: 87.6 % usage of promotion.

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